PIAA

# Medical Liability CONFERENCE

Caesars Palace
Las Vegas, Nevada
May 13-15

## Sponsor/Exhibitor Prospectus

## ADDITIONAL 2015 BRAND DEVELOPMENT OPPORTUNITIES

**NEW!** Executive Partnership

Workshops • Webinars • And More!

# MAXIMIZE *Your Marketing* DOLLARS!

## Target…Promote…Reach…Engage…Impact

### *Sponsor*

Introduce yourself to the leaders in the medical professional liability (MPL) insurance community through a sponsorship at the 2015 PIAA Medical Liability Conference. This conference attracts MPL's key decision-makers from around the world. As a sponsor, you will gain prominent exposure to promote your brand, build relationships with clients, and gain new customers. You will also identify yourself as an active participant in MPL's premiere event.

### *Exhibit*

Combine an exhibit booth with your sponsorship to gain the greatest impact and return on your 2015 PIAA Medical Liability Conference investment. The PIAA exhibit hall is set up with your priorities in mind. There are dedicated events in the exhibit hall where attendees can meet with you and consider purchasing decisions. From the first moment of the conference, until the end, attendees see and learn about your products and services. Reserve your booth today. No other event can provide you with the same buying audience and ability to establish your marketplace presence, reinforce relationships with existing customers, promote new products and services, and cultivate new customer relationships.

### *Benefits of Sponsoring and Exhibiting:*

- Increase your brand recognition
- Generate leads and expand your prospect list
- Drive business development through face-to-face interactions
- Foster lasting relationships with current and new customers

**The PIAA Medical Liability Conference is a one-of-a-kind venue for reaching the key decision-makers in MPL insurance.**

To reserve a sponsorship or exhibit booth, contact **Ginny Echeverria**, director of membership and business development, at **240.813.6129**, or e-mail **ginnye@piaa.us**.

# PIAA Medical Liability Conference Attendees
# Make and Recommend Purchasing Decisions!

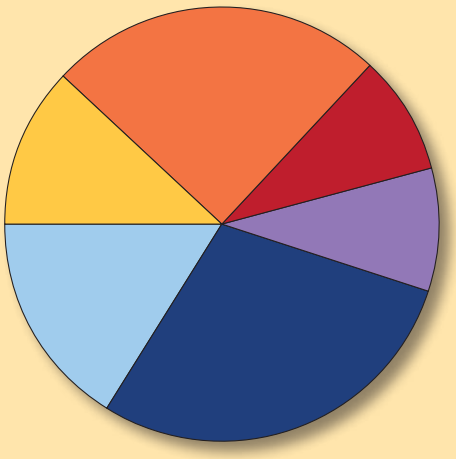
**PIAA members insure more than two-thirds of America's private practicing physicians as well as dentists, nurses and nurse practitioners, and other healthcare providers and provide indemnification and other services to more than 700,000 healthcare professionals in the U.S. PIAA members also insure more than 7,000 hospitals, clinics, and facilities.**

## *Meet Attendees with Buying Power*

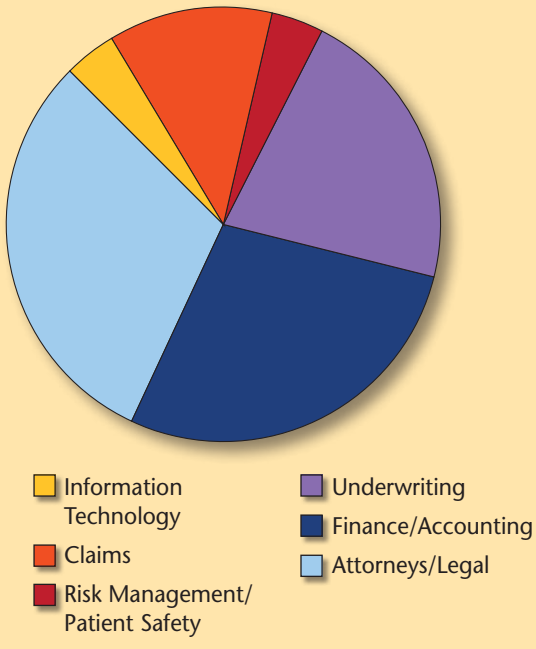
This is your chance to meet, one-on-one, with the decision-makers who have direct buying authority. They want to learn about your company and purchase your products and services!

- **Reach** – This is the best opportunity in 2015 to reach the top executives in the different disciplines that make up an MPL insurance entity.
- **Engage** – Interact directly, face-to-face, with conference attendees who are interested in your business's products and services.
- **Communicate** – Before, during, and after the conference, you will have the opportunity to connect with your target audience.
- **Connect** – Maximize your visibility and exposure to this unique audience of MPL community leaders.
- **Promote** – You gain direct access to everyone who matters in MPL. You can explain how your products or services work and demonstrate how they contribute to a company's bottom line.
- **Grow** – Establish new or build on existing customer relationships.

### 2014 Medical Liability Conference Attendees by Management Level




### 2014 Medical Liability Conference Attendees by Functional Area




**The PIAA Medical Liability Conference is the premiere event for the MPL community, drawing more than 600 attendees.**

# Turbo-charge Your PIAA Sponsorship:
# Become a PIAA Executive Partner!

For 2015, we're announcing an exciting new comprehensive sponsorship opportunity. As an Executive Partner, you get the new bundled package, which provides nonstop marketing exposure for your company. You'll get high visibility in a full range of PIAA meetings and media, for maximum impact.

Executive Partnership with PIAA offers you an unparalleled opportunity to enhance name recognition and brand awareness, and interact within the medical professional liability (MPL) insurance industry. In fact, PIAA represents more than 60 MPL companies with over $6 billion in direct written premium and more than $42 billion in assets.

PIAA is universally respected by the MPL community for its focus on MPL issues. The Executive Partnership will give you the very best in targeted marketing, aimed at your best prospects in MPL insurance.

## Exciting Benefits of Executive Partnership:

- 2015 PIAA Affiliate Partner – Premium Level ($10,000 value)
- Platinum Level Sponsor at the 2015 PIAA Medical Liability Conference ($35,000 value)
- Gold Level Sponsor at the 2015 CEO/COO Meeting ($10,000 value)
- PIAA Newsbriefs Banner advertisement (for the full year in addition to the MLC Platinum benefit – $8,000 value)
- Reception Sponsor of any ***one*** of the 2015 PIAA workshops of your choice ($6,000 value)
- Exclusive Sponsor of ***one*** 2015 PIAA webinar of your choice ($3,000 value)
- Website Banner Ad (for the full year, in addition to the MLC Platinum benefit – $1,000 value)
- A special PIAA logo that identifies your company as a PIAA Executive Partner for use in all of your marketing materials (unlimited value)

All of these benefits, **worth more than $73,000** in total value, are available for only **$60,000** if you respond by January 31, 2015.

And remember that there is no way to put a price tag on the value of sustained exposure to your prospects, via an ongoing conversation with them on the PIAA's prestigious multiple media platforms.

For more information, contact **Ginny Echeverria** at **240.813.6129**, or **ginnye@piaa.us.**

# Premium Medical Liability Conference Sponsorships

PIAA premium conference sponsors—platinum, gold, and silver—are high-profile and memorable. These sponsorships provide maximum strategic placement of your brand, including promotion at the conference's largest and most popular social events. Premium sponsors also receive top billing in all conference promotional communications.

## Platinum Sponsor $35,000

PLATINUM

- Named sponsor of Wednesday and Thursday evening cocktail receptions
- Full-page, four-color ad with premium placement in *Inside Medical Liability* magazine (distributed at conference)
- Five conference registrations
- VIP invitation for three to attend private Chair's reception
- Logo on conference bag (also distributed at subsequent 2015 PIAA events)
- Opportunity to introduce or moderate a conference session
- Web banner on conference homepage
- Eight-week banner ad in PIAA weekly electronic newsletter
- Three-month (prior to conference) run of site banner ad on PIAA website
- Logo on all conference promotions and on conference program
- Recognition in PIAA weekly electronic newsletter, quarterly magazine, website, and social media sites
- On-site promotion of sponsorship including introduction at opening session, logo on exhibit hall and conference signage, slideshow recognition, and logo on non-educational conference material
- Pre- and post-conference attendance list
- Custom 2015 conference sponsor logo for use on marketing materials

## Gold Sponsor $20,000

GOLD

- Named sponsor of Thursday and Friday networking lunches
- One-half page, four-color ad in *Inside Medical Liability* magazine (distributed at conference)
- Three conference registrations
- VIP invitation for two to attend private Chair's reception
- Web banner on conference homepage
- Four-week banner ad in PIAA weekly electronic newsletter
- One-month (prior to conference) run of site banner ad on PIAA website
- Logo on all conference promotions and on conference program
- Recognition in PIAA weekly electronic newsletter, quarterly magazine, website, and social media sites
- On-site promotion of sponsorship including introduction at opening session, logo on exhibit hall and conference signage, slideshow recognition, and logo on non-educational conference material
- Pre- and post-conference attendance list
- Custom 2015 conference sponsor logo for use on marketing materials

## Silver Sponsor $10,000

SILVER

- Named sponsor of Thursday and Friday breakfasts
- Listing in *Inside Medical Liability* magazine (distributed at conference)
- One conference registration
- VIP invitation for one to attend private Chair's reception
- Listing on conference homepage
- Logo on all conference promotions and on conference program
- Recognition in quarterly magazine, website, and social media sites
- On-site promotion of sponsorship including logo on exhibit hall and conference signage, identification in all pre-session slides, and logo on non-educational conference material
- Pre- and post-conference attendance list
- Custom 2015 conference sponsor logo for use on marketing materials

## Session Sponsorships

Don't miss this opportunity to provide conference participants with compelling educational sessions. Reach them when they are most receptive to information. All event and program sponsorships will take the form of an educational grant and will be administered according to the standards set forth by accrediting bodies. Event and program sponsors receive:

- Exclusive sponsorship of session/event
- 50% discount on conference registrations (per $5,000 sponsored)
- Verbal acknowledgement at the individual sponsored session
- Slide-show recognition in meeting rooms during breaks
- Company name printed on non-educational conference materials and signage.

### *Sessions available include:*

**Keynote and Closing Sessions**
*Investment: $8,000 each*

**General Session**
*Investment: $5,000 each*

**Concurrent Session**
*Investment: $2,500 each*

*See the conference agenda for details on all sessions.*

## Promotional Sponsorships

Sponsorship of a promotional item and/or amenity provides maximum exposure during the conference. You supply your logo, and PIAA will handle the rest *(except where noted)*. The following sponsorships are a great way to get your company name or brand noticed.

### *Lanyards*

***Investment: $12,000***

Have your company's name at each attendee's fingertips by sponsoring the lanyards that hold name badges. Lanyards will be distributed at the remaining PIAA workshops in 2015 while supplies last. This is a great way to increase visibility.

### *WiFi and Mobile App Sponsor*

***Investment: $10,000***

As the WiFi and Mobile App sponsor, your company's name will appear every time an attendee accesses the Internet. In addition, the landing page for the Mobile App will be your corporate ad or logo. This is a unique and highly visible opportunity for attendees to continually see and appreciate your corporate brand.

### *Conference Folder*

***Investment: $8,000***

Your name and logo will be strategically positioned—for optimum visibility—on the attendee folder, which contains the conference materials. A full-page, four-color ad featuring your company (you provide the artwork) will appear on the folder.

### *Las Vegas Keepsake Map*

***Investment: $7,000***

Welcome meeting guests to Las Vegas by introducing them to your company and the best attractions that the area has to offer. Preprinted labels that you supply with your company's name and/or logo will be placed on the front cover of the map. Every registered attendee will receive a map as it will be included in the attendee meeting bag.

### *Hotel Key Cards*

***Investment: $6,000***

The average hotel guest uses his or her key card four times a day. At the PIAA Medical Liability Conference, over a period of three days, that adds up to 12 opportunities for recognition of your company's name and logo, which will be printed on the key card. Your company's name will be recognized the minute attendees check-in to the hotel.

### *Refreshment Breaks*

Be the named sponsor of Thursday and Friday refreshment breaks which provides coffee and other beverages to attendees in the Exhibit Hall. Your logo will be prominently displayed to all attendees.

***Investment: $2,500 each or $6,000 for all three***

### *Pens*

***Investment: $4,000 (plus cost of pens)***

Your company's pens will be inserted into the PIAA conference bags and distributed to all attendees. Provide pens from your company's supply or work with PIAA to order logo pens. Extra pens will be distributed at all PIAA workshops in 2015 while supplies last.

### *Popcorn Cart*

***Investment: $3,000***

Provide a bag of popcorn for meeting attendees on Thursday afternoon during the break. Signage and bags for the popcorn will be provided with your corporate logo.

### *Trail Mix Bar*

***Investment: $3,000***

Provide a healthy snack for meeting attendees during the Friday morning break. Signage and bags for the trail mix bar will be provided with your corporate logo.

### *Attendee Gift*

***Investment: $2,000 (plus cost of gift)***

Give attendees a useful keepsake to take back to the office with your company logo on it. PIAA will help coordinate printing your logo on the gift of your choice—ideas include: calendar, mouse pad, USB drives, umbrellas, wireless mouse, desk supplies, etc.

# PIAA exhibit hall—energized for engagement!

Meet, mingle, and share your message with customers in the PIAA exhibition hall, purposefully designed to be the hub of the Conference. PIAA works with the hotel to design the most high-traffic exhibit layout possible. We encourage all exhibitors to increase traffic and enhance their exhibits through a raffle or giveaway, colorful display, engaging representatives, or an interactive game. PIAA has designed an incentive to increase booth traffic for all exhibitors. There is no additional cost for this "game" and it is designed to motivate all attendees to visit as many booths as possible. The winners will be announced during the last break on Friday morning, creating excitement before the close of the Conference.

## SAVE 10% BY BOOKING EARLY!

| EXHIBIT BOOTH PRICING: | (Reserved) BY 1/31/15 | (Reserved) AFTER 1/31/15 |
|---|---|---|
| PIAA Regular and Industry Associate Members | $1,800 | $2,000 |
| PIAA Affiliate Partner – Premium | $1,800 | $2,000 |
| PIAA Affiliate Partner – Advantage | $2,250 | $2,500 |
| Non-member | $2,700 | $3,000 |
| Table Tops (Foyer Area Only) | $1,080 | $1,200 |

## 2015 Exhibit Hall Schedule

| WEDNESDAY, MAY 13 | |
|---|---|
| 11:00 a.m.–3:00 p.m. | Exhibit Hall Set Up |
| 4:00–7:00 p.m. | Welcome Reception |
| **THURSDAY, MAY 14** | |
| 7:00–8:45 a.m. | Breakfast |
| 10:15–10:45 a.m. | Refreshment Break |
| 2:45–3:15 p.m. | Refreshment Break |
| **FRIDAY, MAY 15** | |
| 7:00–9:00 a.m. | Breakfast |
| 10:15–10:45 a.m. | Refreshment Break |
| 11:00 a.m.–3:00 p.m. | Exhibit Hall Breakdown |

*Please note:* ***All booths must be show-ready by 3:00 p.m. on Wednesday, May 13.*** *No installation will take place on Thursday, May 14 or Friday, May 15. All booths must remain in place and be staffed until 11:00 a.m. on Friday, May 15. Each booth must have at least one representative present during the show hours.*

**Each exhibit booth rental includes:**

- One skirted table, two chairs, and one waste basket.
- Carpeted floors.
- 8'x10' draped exhibit booth.
- 7"x44" booth identification sign with company name.
- Pre- and post-conference attendee list.
- Company name, logo, and contact information on PIAA's website and on list which is distributed in attendee conference materials.
- Single slide show recognition with company logo running throughout the conference.
- An exhibit floor plan will be provided after the application and payment is received. Booth location assignments will be made by March 1, 2015. PIAA Members, Affiliate Partners, and Sponsors, as well as Exhibitors from prior years, will receive priority on booth assignments.
- Exhibitors will receive a packet of information for additional services provided by PIAA's official exhibitor contractor, Freeman.
- PIAA reserves the final decision on booth location as outlined above.
- 24-hour perimeter security.
- Table tops are six-foot tables and a limited number will be available in the pre-function (foyer) area outside of the exhibit hall.

# Application for Sponsorship and Exhibit Space

*2015 PIAA Medical Liability Conference ✦ May 13-15, 2015 ✦ Caesars Palace ✦ Las Vegas, Nevada*

Company Name: _____

Address: _____

City: _____

State: _____ Zip Code: _____

Telephone: _____ Fax: _____

Website Address: _____

**Sponsor/Exhibitor Contact:**

Contact: _____

Title: _____

Telephone: _____

E-mail Address: _____

**Sponsorship Selection:**

Sponsorship Item: _____

Sponsorship Amount: _____

**Exhibit Booth Space:**

Please indicate the number of booths required. Note: a floor plan will be provided after payment is received and preference for booth location will be given to PIAA members, sponsors, and past exhibitors. All booth assignments will be made on March 1, 2015.

Please reserve _____ booth(s) _____ table top(s)

**Payment Information** *(prepayment required)*:

Credit Card: ☐ Visa/MC ☐ American Express

Card Number: _____

Exp. Date: _____ Amount: _____

Cardholder Signature: _____

Cardholder Name: _____

Check Number: _____ Check Amount: _____

**Please make all checks payable to PIAA and reference the 2015 Medical Liability Conference.**

I, the duly authorized representative of the above mentioned organization, subscribe and agree to all the terms and conditions including, but not limited to, the rules and regulations stated for sponsorship and exhibit space and services at the 2015 PIAA Medical Liability Conference.

Name: _____

Title: _____

Signature: _____

Date: _____

To book your booth or sponsorship, please complete this form and fax or mail it to:

2015 PIAA Medical Liability Conference
2275 Research Blvd., Suite 250, Rockville, MD 20850

A confirmation letter and letter of agreement will follow, pending availability.

***Note: Deadline for exhibit booth reservations and all other sponsorships is April 1, 2015.***

**FOR QUESTIONS REGARDING:**

**Sponsorships/Exhibits:**
Ginny Echeverria, Director of Membership/Business Development
240.813.6129 *phone* 301.947.9090 *fax* ginnye@piaa.us *e-mail*

**General Conference Information:**
PIAA Meetings Department
301.947.9000 *phone* piaameetings@piaa.us *e-mail*

# Contract Terms

*2015 Medical Liability Conference*
*Caesars Palace, Las Vegas, Nevada*

### 1. CHARACTER OF THE EXHIBITION

PIAA reserves the right to determine the eligibility of any company, product, or service and the right to restrict, prohibit, or evict any Exhibitor or product which detracts from the character of the Exhibition or for any violation of the following Terms and Conditions.

### 2. LOCATION/DATES

The 2015 PIAA Medical Liability Conference will be held at Caesars Palace, Las Vegas, Nevada, and will be open to all attendees Wednesday through Friday, May 13-15, 2015.

**Exhibit Hall Hours and Schedule:**

**Wednesday, May 13**

| | |
|---|---|
| 4:00-7:00 p.m. | Welcome Reception |

**Thursday, May 14**

| | |
|---|---|
| 7:00-8:45 a.m. | Breakfast |
| 10:15-10:45 a.m. | Break |
| 2:45-3:15 p.m. | Break |

**Friday, May 15**

| | |
|---|---|
| 7:00-9:00 a.m. | Breakfast |
| 10:15-10:45 a.m. | Break |

The conference management reserves the right to make changes to the Exhibit hours; however, such changes will be made known as far in advance of the Exhibition as possible. As part of the contract with PIAA, all Exhibitors must guarantee that their booth will be staffed during all show hours.

### 3. INSTALLATION AND DISMANTLING

Spaces will be accessible to Exhibitors for setting up displays on Wednesday, May 13 at 11 a.m. Booth set up MUST be completed by 3:00 p.m. Packing and removal should begin Friday, May 15 at 11:00 a.m. and end by Friday, May 15 at 4:00 p.m. Packing and removal of Exhibits prior to the close of the Exhibition time on Friday, May 15 is prohibited. Exhibitors shall be liable for all storage and handling charges for failure to remove Exhibits by the specified time and date. **Please Note: Due to limited handling services at Caesar's Palace, all Exhibitor freight must be sent to the official Exhibitor contractor (not directly to the hotel).**

### 4. BOOTH SIZE/FEE/EQUIPMENT

A full Exhibit area is 8'x10' at a cost of $2,000 for Members, $2,000 for Affiliate Partner-Premium, $2,500 for Affiliate Partner-Advantage, and $3,000 for Non-Members (less additional discount if reserved by January 31, 2015.) Maximum height for all materials erected is restricted by Caesars Palace guidelines. Failure to make final payment constitutes a cancellation of this contract. See Cancellations section of the Terms and Conditions for details. Standard Equipment entitlements include: 8'x10' draped Exhibit booth, 7"x 44" booth identification sign with company name, one skirted table with two chairs, and two booth-only personnel registrations.

### 5. AUDIO/VISUAL

All Exhibitors are responsible for their own audio/visual costs as well as electricity.

### 6. SPACE ASSIGNMENTS

Booth space assignments are made by PIAA on a point system with special preference given to all PIAA Members, Affiliate Partners, past Exhibitors, and sponsors. A floor plan will be provided to each Exhibitor and the Exhibitor's preferred booth location will be taken into consideration. All booth assignments will be made by PIAA by March 1, 2015. PIAA reserves the right to alter an Exhibitor's assigned space if it is deemed necessary in the best interest of the Exhibition and will consult with the Exhibitor before exercising this discretion.

### 7. SUBLETTING OF SPACE

The Exhibitor shall not assign, sublet, or apportion the whole or any parts of the space assigned or have representatives, equipment, or materials from other firms than his own in the Exhibit space without written consent of conference organizers. Only one company shall be considered as the Exhibitor, any other company or unit in the space shall be considered a subsidiary or affiliate.

### 8. GENERAL REGULATIONS

Loudspeaker sound displays are prohibited. PIAA staff reserves the right to refuse any Exhibit not in good taste or inconsistent with a conference of this kind.

### 9. SAFETY CONSIDERATIONS

All Exhibit and space materials must be in compliance with local fire and hazardous materials handling ordinances. Volatile oils, gases, other explosives, or any substance prohibited by the city departments or authorities will not be permitted in the Exhibition area. Likewise, all electrical work and wiring must be approved and installed in accordance with regulations. Corridors leading to exit doors and all entrances and exit doors should be kept clear of obstructions at all times. No objects are to be attached to or suspended from the fire sprinklers or light fixtures on the ceiling. Under no circumstances should the fire alarm call points, fire hose reels, fire extinguishers, and exits be blocked or access to them be impeded by Exhibition booths, partitions, Exhibits, or other objects.

### 10. OFFICIAL CONTRACTOR

Freeman, the official contractor will be designated in the Service Manual to perform services for Exhibitors. No Exhibitor or representative shall contract for such services with anyone other than the official Contractor without the express written consent of PIAA meeting organizers, which, for reasons of security, in their sole discretion can deny such permission.

### 11. ON-SITE REPRESENTATIVE

Exhibitors shall keep an attendant in their space during all Exhibit hours. Each booth must have a minimum of one booth personnel.

### 12. SECURITY/LIABILITY

Overnight security personnel will be present in the Exhibit area. The Exhibitor assumes entire responsibility and agrees to protect, indemnify, and defend Caesars Palace, PIAA, meeting sponsors, and their employees and agents, harmless against all claims, losses, and damages to persons or property, governmental charges, or fines, and attorney's fees arising out of or caused by Exhibitor installation, removal, maintenance, occupancy, or use of Exhibit premises or a part thereof, excluding any such liability caused by the negligence or misconduct of meeting organizers, its employees, and agents. In addition, Exhibitors acknowledge that the show services contractor and PIAA do not maintain insurance covering Exhibit property and that it is the responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses sustained through Exhibition. The indemnities contained herein are conditioned upon (a) prompt written notice of the details of such claim by the party seeking indemnification to Exhibitor, (b) Exhibitors right to sole control of the defense and all related settlement negotiations of all such claims, related lawsuits or proceedings, and (c) the party seeking indemnification providing assistance, information, and authority necessary to perform above.

### 13. FACILITY DAMAGE

Exhibitor, or their agents, must not injure or deface the walls or floors of the building, the spaces, or the equipment in the spaces. When such damage occurs, the Exhibitor is liable to the owner of the property so damaged.

### 14. CANCELLATION

If space contracted is cancelled by the Exhibitor on or after April 1, 2015 or if the Exhibitor fails to occupy the space contracted, 2015 PIAA Medical Liability Conference is entitled to the full amount of the space rental. Exhibitor cancellations before April 1, 2015 are subject to a fifty percent (50%) cancellation fee.

### 15. AMENDMENT TO EXHIBITOR AGREEMENT

Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subject solely to the reasonable discretion of the conference organizers and PIAA.

### 16. INABILITY TO PERFORM

If the 2015 PIAA Medical Liability Conference should be prevented from holding the exposition by any cause beyond its control or if it cannot permit the Exhibitor to occupy his space due to circumstances beyond its control, PIAA will refund to the Exhibitor the amount of the rental paid, and PIAA shall have no further obligation or liability to the Exhibitor.

### 17. SALES PROMOTIONS AND DRAWINGS

All promotions conducted by the Exhibitor must be free of obligation on the part of the winner and participants. All promotions and drawings must be approved by PIAA prior to the opening of the event.

### 18. SPONSORSHIPS AND GRANTOR ENTITLEMENTS

Completion of the sponsorship/Exhibit portion of the Application Form is a commitment to support. Full payment must be received or the contract will be considered null and void and all promotional entitlements will be withdrawn. PIAA, at its discretion, may make reasonable changes, amendments, or additions to entitlements.

### 19. COMPLIANCE WITH TERMS AND CONDITIONS

PIAA, at its discretion, may make reasonable changes, amendments, or additions to these Terms and Conditions. Interpretations of these Terms and Conditions shall rest with show management and noncompliance can result in ejection of the offending Exhibitor or closing of the Exhibit.

# Stay Customer-Connected All Year!

# Enhance Your Brand By Sponsoring a PIAA Event!

## *Meetings and Workshops*

Reach your customers through our many professional meetings and workshops held throughout the year, and throughout the country.

## *Sponsorship Items and Typical Related Costs*

- **$6,000** – Welcome reception
- **$5,000 each** – Networking lunch, breakfasts, key note/opening/closing session, or single track sessions
- **$3,000 each** – Refreshment break, single day breakfast, snack break, or WiFi/Mobile App sponsorship

Packages can be customized to include multiple items above, as well as website banners, e-newsletter banners, or magazine advertising.

*Note: For non-members, add $1,000 to all pricing*

## *Sponsor Benefits*

- One complimentary registration for each $5,000 of sponsorship investment (members only; non-members can attend social functions only)
- Table top for display near the registration area (note that there is no exhibit hall)
- Workshop attendee list sent approximately two weeks prior to and two weeks after meeting
- Pre-meeting and onsite promotion of sponsor's corporate brand

For more information, contact **Ginny Echeverria**, **ginnye@piaa.us**

## 2015 Meetings & Workshops Calendar

- *March 11-14*
  CEO/COO Meeting
  *The Westin Kierland Resort & Spa • Scottsdale, AZ*
- *March 12-15*
  Board Governance Roundtable
  *The Westin Kierland Resort & Spa • Scottsdale, AZ*
- *April 8-10*
  Marketing Workshop
  *The Ritz-Carlton • Charlotte, NC*
- *April 8-10*
  Dental Workshop
  *The Ritz-Carlton • Charlotte, NC*
- *May 13*
  Leadership Camp
  *Caesars Palace • Las Vegas, NV*
- *May 13-15*
  Medical Liability Conference
  *Caesars Palace • Las Vegas, NV*
- *September 16-18*
  Technology, Human Resources, & Finance Workshop
  *Omni Providence Hotel • Providence, RI*
- *October 6-7*
  Introduction to Medical Professional Liability Insurance
  *The Mayflower Renaissance • Washington, D.C.*
- *October 7-9*
  Underwriting Workshop
  *The Mayflower Renaissance • Washington, D.C.*
- *October 22-23*
  Corporate Counsel Workshop
  *Casa Monica Hotel • St. Augustine, FL*
- *November 4-6*
  Claims/Risk Management Workshop
  *The Roosevelt • New Orleans, LA*

### Future PIAA Medical Liability Conferences

- **2016:** *May 11-13*
  *JW Marriott • Washington, D.C.*
- **2017:** *May 17-19*
  *The Broadmoor Hotel • Colorado Springs, CO*

# 2015 PIAA Affiliate Partner Program

The PIAA Affiliate Partner Program is structured to meet the needs of product and service providers to the MPL community, such as reinsurers, intermediaries, financial service providers, actuaries, IT consultants, brokerages, and many others. The program provides unparalleled access to the target market companies want to reach. This program offers two benefits levels—Premium and Advantage. Each provides unique value for anyone who is looking for a partner that understands lead discovery, brand promotion, and business expansion within the MPL arena.

| BENEFIT | ADVANTAGE LEVEL<br>Cost: $5,000 | PREMIUM LEVEL<br>Cost: $10,000 |
|---|---|---|
| **Inside Medical Liability Magazine Advertisement** | **One (1) one-half page, four color display in one** issue (selected by PIAA) of *Inside Medical Liability* Magazine **($1,720 value)** | **Full-page, four-color display in four** (4) quarterly issues of *Inside Medical Liability* Magazine **($8,240 value)** |
| **Website Banner Ad** | Affiliate Partner rate | **Six-month run** of site banner ad ***($2,100 value)*** |
| **Newsbriefs Banner Ad** | Affiliate Partner rate | **Four-week** middle banner **($680 value)** |
| **Online Industry Service Guide Ad** | Listing on industry services guide **($1,000 value)** | **Banner ad** with link to company website **($2,400 value)** |
| **Medical Liability Conference Exhibit Booth** | Affiliate Partner rate | **20% discount** from Affiliate Partner rate **($500 value)** |
| **Medical Liability Conference Registration Fee** | Affiliate Partner rate | **20% discount** from Affiliate Partner rate **($250 value)** |
| **Meeting/Workshop Registration Fee** | Affiliate Partner rate | **20% discount** from Affiliate Partner rate **($200 value)** |
| **Subscription to Inside Medical Liability Magazine** | 10 subscriptions to *Inside Medical Liability* Magazine **($1,000 value)** | **20 subscriptions** to *Inside Medical Liability* Magazine **($2,000 value)** |
| **Online Membership Directory Listing** | Single company listing in online directory (company name, one address, one contact name) | **Enhanced company listing** in online directory (company name, addresses, contacts, descriptive copy, logo, and link to website) |
| **Content Submission** | Opportunity to submit articles or other content for electronic publication | **Priority status** for article acceptance and publication in *Inside Medical Liability* Magazine |
| **PIAA Data Sharing Project** | | |
| • **Specialty Specific Series and Closed Claim Comparative** | ---- | Premium Affiliate Partner rate |
| • **Research Studies** | Affiliate Partner rate | **25% discount** from Affiliate Partner rate |
| • **Database Queries** | ---- | Premium Affiliate Partner rate |

| BENEFIT (cont) | ADVANTAGE LEVEL (cont) | PREMIUM LEVEL (cont) |
|---|---|---|
| **PIAA MPL Career Center** | $100 discount for 30-day listing | **$200 discount** for 30-day listing |
| **Recognition In PIAA Event Promotional Materials** | Company listing | **Company logo** |
| **E-Newsletter Subscriptions** | **Unlimited subscriptions** to *Newsbriefs, Research Notes,* and *Advocacy Update* | **Unlimited subscriptions** to *Newsbriefs, Research Notes,* and *Advocacy Update* |
| **Webinar Registration Fee** | Affiliate Partner rate | *40% discount* from Affiliate Partner rate **($100 value)** |
| **Website Access** | **Access to members-only section** of the PIAA website | **Access to members-only section** of the PIAA website |
| **Membership Lists** | **Inclusion of company name** on all membership lists (distributed at all PIAA events) | **Inclusion of company name** on all membership lists (distributed at all PIAA events) |
| ***Newsbriefs* Articles** | **Opportunity to submit company news** for inclusion in *Newsbriefs* | Opportunity to submit company news for inclusion in *Newsbriefs* |
| **PIAA Logo** | **Use of the PIAA logo** for marketing materials | **Use of the PIAA logo** for marketing materials |
| **Expertise/Resources** | **Access to PIAA in-house expertise** and other industry resources | **Access to PIAA in-house expertise** and other industry resources |

# MEDIA PLANNER | DIGITAL–PRINT–ONLINE

## Banner Display in PIAA Newsbriefs

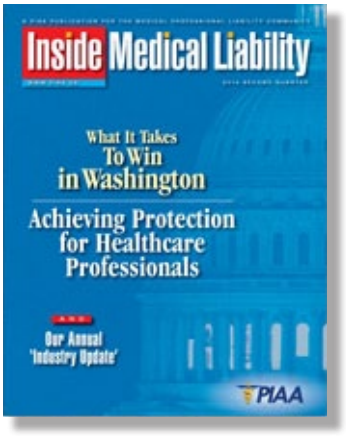
*PIAA Newsbriefs* is a weekly electronic newsletter delivered directly to the inboxes of the decision-makers within PIAA member companies, every Friday. This e-newsletter offers a unique combination of visibility for your brand, and direct response, through prominent banner ad placement and a direct link to your website.

*PIAA Newsbriefs* is the best vehicle for obtaining maximum visibility within your target audience: senior-level executives and other professionals in the medical professional liability sector. It is the only e-Newsletter dedicated solely to the MPL industry.

There are multiple banner ads available in each issue: top, middle one, middle two, and anchor. All banners are 680 x 90 pixels and will click through to a designated URL.

## Advertise in Inside Medical Liability Magazine

*Inside Medical Liability* is the flagship magazine of PIAA. The magazine is distributed to a select nationwide readership of more than 2,000 leaders in the medical professional liability insurance community. CEOs, COOs, chairs, vice chairs, and senior managers of claims, finance, underwriting, marketing, risk management and patient safety, IT, human resources, and many others rely on *Inside Medical Liability* as a prime source of information for making key purchasing decisions.


Inside Medical Liability
What It Takes To Win in Washington
Achieving Protection for Healthcare Professionals
Our Annual 'Industry Update'
PIAA

Readers of *Inside Medical Liability* are active PIAA members, widely recognized as the leaders in management for their industry. In a recent survey, readers said that they relied on *Inside Medical Liability* for comprehensive coverage of the key developments in the industry.

## PIAA Website Advertising

### Website Banner Ads

PIAA offers three sizes of banner ads on its website: Sidebar Premium Placement and Run of Site banner ads are 240 x 220 pixels; Footer Premium Placement and Run of Site banner ads are 300 x 100 pixels; and Industry Services Guide banner ads are 680 x 90 pixels. Banner ads locations are specified by the type of ad contract selected. Please note that Run of Site ads may be in rotation with other advertiser banner ads.

### Industry Services Guide Listing *(without banner ad)*

List your company name in the PIAA Industry Services Guide and get recognized by those MPL professionals seeking goods and services.

For ad sizes, rates, and availability, or for more information, contact Eric Anderson, **eanderson@piaa.us**

PIAA
Our Expertise is Medical Liability.
Our Passion is Quality Healthcare.
LOGIN | MY ACCOUNT | CART
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About Us
Advocacy
Data Sharing Project
Events
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PIAA is the insurance trade association representing domestic and international medical professional liability (MPL) insurance companies, risk retention groups, captives, trusts, and other entities.
Connect to us
JOIN PIAA
Involved in MPL?
PIAA is the premiere trade association for everyone with a stake in medical liability. See what we have to offer...
Calendar of Events
August 2014
08/20/2014
Choosing Wisely®: What Are the Implications for MPL?
2:00—3:15 p.m. ET
INSIDE MEDICAL LIABILITY MAGAZINE
SECOND QUARTER 2014
GOVERNMENT RELATIONS UPDATE
Join PIAA for 2014 Capitol Hill Day in Washington, D.C.
MPL CLAIMS AND RISK MANAGEMENT
Now Available: DSP Breast Cancer Study
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News Updates
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# PIAA THANKS

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